

Industry Media Receive Awards

Livestock Publications Council recognizes industry leaders, distributes awards at annual summit.

by Crystal Albers

The Livestock Publications Council (LPC), American Agricultural Editors' Association (AAEA) and the American Business Media (ABM) Agri-Council met July 28-Aug. 1 in Louisville, Ky., for the 9th annual Agricultural Media Summit (AMS).

Approximately 600 people attended the event, which serves as a platform for agricultural media professionals to participate in educational seminars; compete in writing, design and photography contests; and recognize outstanding media coverage and service.

The Livestock Publications Council (LPC) Critique & Awards Contest was a success for the Certified Angus Beef LLC (CAB) team. Overall, staff members received four first-place, one second-place, and three honorable-mention awards. All writing awards were for stories published in the *Angus Journal*.

Angus Productions Inc. (API) received several awards, including first-place standings in the Newsletter; Two- or Three-color, Less-than-full-page Ad for a Livestock Sale; Annual Report; and Special Web Site categories. Honorable mentions were also awarded to API in the Published Editorial Photography and Four-color, Full-page Ad for a Livestock Supplier, Service or Association categories.

In addition, API and the Angus Foundation earned an honorable mention for their work on the Angus Foundation's 2006 Annual Report. (See "Team Angus earns awards," for a complete list of awards.)

Industry honors

LPC honored two industry leaders for their dedicated service to the livestock and publications industries — Larry Atzenweiler, of the *Missouri Beef Cattleman*, Kansas City,

Mo., and Stanley Stout, former Kansas cattleman.

Atzenweiler was recognized as the Hall of Fame winner for his many years of service to the livestock and agriculture business. He founded the Atzenweiler Co. in 1970 to sell commercial advertising for several livestock publications, including *Better Beef Business*; *Charolais Banner*; *Polled Hereford World*; *Simmental Shield*; and *Canadian Charolais Banner*. He published the first issue of *Missouri Beef Cattleman* magazine in June 1971, and was one of the founders of the International Agri-Business Club. In 1987 the American Simmental Association hired Atzenweiler to produce an association publication. The first issue of *The Register* was published in September 1987.

Stout, Cottonwood Falls, Kan., was honored posthumously as the winner of the Headliner Award, which honors a person from outside the livestock publishing field for actions that produce a positive change in livestock production and marketing. In the early stages of his career, Stout held field representative positions with publications such as the *Western Livestock Journal* and *Drovers Journal*. He was eventually promoted to head of the field staff for *Drovers* and then director of advertising for the *Charolais Banner*. He was also deeply involved in other aspects of the industry including his effort to revitalize the American Royal Livestock Show.

Students, professionals honored

LPC also announced winners of other special awards during AMS.

Katie Allen, University of Missouri-Columbia, was given the Forrest Bassford Student Award and was awarded \$2,000.

Shelly Sitton, Oklahoma State University, was recognized with the Distinguished Service Award for her dedication and service to LPC.

The award for the Most Improved Publication went to *Ozarks Farm and Neighbor* based in Lebanon, Mo., which is owned and published by Stan and Sandy Coffman of Lebanon.

LPC elects new officers, directors

Kyle Haley, editor-publisher of *Limousin World*, Guthrie, Okla., was elected to serve as LPC president for 2007-2008. Serving as first vice president is Jim Bret Campbell, *The American Quarter Horse Journal*, Amarillo, Texas. Marilyn Brink, Kanwaka Communications, Piedmont, Kan., will serve as second vice president. Filling the secretary-treasurer position will be Andy Atzenweiler, *Missouri Beef Cattleman*, Kansas City, Mo. Lisa Bryant, Cowboy Connection, Ada, Okla., will remain on the

Team Angus earns awards

Angus Productions Inc. (API) and Certified Angus Beef LLC (CAB) achieved the following awards at the Agricultural Media Summit (AMS) July 28-Aug. 1 in Louisville, Ky. Achievements included:

- ▶ "Directions" newsletter, first place in the Newsletter category
- ▶ Photo story covering the 2006 National Angus Conference & Tour, honorable mention for Published Editorial Photography
- ▶ Graham Angus advertisement by Monica Ford, first place in Two- or Three-color, Less-than-full-page Ad for a Livestock Sale category
- ▶ "Don't Be Left in the Dark" advertisement by Mike Bush, honorable mention in Four-color, Full-page Ad for a Livestock Supplier, Service or Association category
- ▶ Angus Foundation Annual Report by Meghan Richey and Craig Simmons, honorable mention among annual reports
- ▶ American Angus Association Annual Report by Crystal Albers and Mary Black, first place in the Annual Report category
- ▶ World Angus Secretariat web site designed by Tim Blumer, first place as a Special Web Site
- ▶ "Full Circle," Circle A Ranch profile by Steve Suther, first place in the Producer/Farm/Ranch Profile category
- ▶ "High-Propionate Glow," fat deposition story by Steve Suther, first place as a Technical Feature category
- ▶ "A Reliable Connection," Mike Assman story by Lance Zimmerman, first place in the Marketing Feature category
- ▶ CAB partners web site, first place in the web site General Excellence category
- ▶ "Supplying the Brand" special report, second place in the Miscellaneous Design category
- ▶ "Angus Carcass Edge," honorable mention Brochure
- ▶ "High Caliber at the Bar-B," story about Randy Browning by Steve Suther, honorable mention

executive committee as immediate past president.

Members elected to serve new terms on the board of directors include: Carey Brown, *Cow Country News*, Lexington, Ky.; Scarlett Hagins, *Kansas Stockman*, Topeka, Kan., and Jay

Carlson, *BEEF* magazine, Overland Park, Kan. Those on the board of directors who will continue their terms include: Angie Denton, *Hereford World*, Blue Rapids, Kan.; Beverly Moseley, *Land and Livestock Post*, College Station, Texas; Kathy LaScala, *Food 360*,

Lenexa, Kan.; Scott Vernon, Brock Center for Ag Communication, San Luis Obispo, Calif.; Stan Coffman, *Ozarks Farm and Neighbor*, Lebanon, Mo.; Christy Lee, *Seedstock Edge*, West Lafayette, Ind.; and Don Norton, Boelte-Hall, Roeland Park, Kan.



► Larry Atzenweiler of *Missouri Beef Cattleman* receives LPC's Hall of Fame award. Pictured are (from left) Andy, Rowena and Larry Atzenweiler, all of Kansas City, Mo.; and Neil Orth, American International Charolais Association executive vice president, presenting the award.



► The LPC Headliner Award is presented to the family of Stanley Stout. Pictured are (from left) Orth; Jodie Stout Brethour, Leawood, Kan.; Justin Stout, Lenexa, Kan.; and Diane Johnson, LPC executive director, Fort Worth, Texas.



► Angie Denton, *Hereford World* editor and student award committee chairman, presents Katie Allen with the \$2,000 scholarship and the Forrest Bassford Student Award. Also pictured (continuing from left) are travel award winners Stephanie Miles, Texas Tech University; Clint Blaes, Kansas State University and Melissa Leander, Kansas State University.



► Lindsay West (from left), Sandy and Stan Coffman, and Lindsay Haymes, all with *Ozarks Farm and Neighbor*, receive LPC's award for Most Improved Publication.



► The executive committee of LPC presented the Distinguished Service Award to Shelly Sitton of Oklahoma State University (center). Pictured are (from left) Kyle Haley, *Limousin World*; Lisa Bryant, Cowboy Connection; Shelly Sitton, Oklahoma State University; Jim Bret Campbell, *The American Quarter Horse Journal*; and Marilyn Brink, Kanwaka Communications.



► Newly elected officers of the Livestock Publications Council include (front row, from left) Kyle Haley, *Limousin World*, Guthrie, Okla.; Jim Bret Campbell, *The American Quarter Horse Journal*, Amarillo, Texas; Marilyn Brink, Kanwaka Communications, Piedmont, Kan.; Andy Atzenweiler, *Missouri Beef Cattleman*, Kansas City, Mo.; Lisa Bryant, Cowboy Connection, Ada, Okla.; and Diane Johnson, LPC executive director, Fort Worth, Texas. Directors also include (second row, from left) Scott Vernon, Brock Center for Ag Communication, San Luis Obispo, Calif.; Scarlett Hagins, *Kansas Stockman*, Topeka, Kan.; Stan Coffman, *Ozarks Farm and Neighbor*, Lebanon, Mo; Carey Brown, *Cow Country News*, Lexington, Ky.; Christy Lee, *Seedstock Edge*, West Lafayette, Ind.; Stephanie Veldman, Broadhead Co., Minneapolis, Minn.; Kathy LaScala, *Food 360*, Lenexa, Kan.; Angie Denton, *Hereford World*, Blue Rapids, Kan.; and Don Norton, Boelte-Hall, Roeland Park, Kan. Not pictured are directors Beverly Moseley, *Land and Livestock Post*, College Station, Texas; and Jay Carlson, *BEEF* magazine, Overland Park, Kan.